

BMW Group

U.S. Press Information

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BMW Group U.S. Reports July 2017 Sales

- **BMW brand sales decrease 14.8 percent**
- **MINI brand sales decrease 7.9 percent**

Woodcliff Lake, NJ – August 1, 2017... Sales of BMW brand vehicles decreased 14.8 percent in July for a total of 21,965 compared to 25,777 vehicles sold in July 2016. Year-to-date, the BMW brand is down 4.6 percent in the U.S. on sales of 171,051 vehicles compared to 179,213 sold in the first seven months of 2016.

Notable vehicle sales in July include the BMW 4 Series which increased 31.1 percent to 2,866 cars, the BMW 5 Series which increased 12.4 percent to 3,713 vehicles, and the BMW X5 which increased 8.8 percent to 2,986 vehicles.

“Sedans made something of a comeback in July even as the dog days and summer vacations had their effect on the pace of business,” said Bernhard Kuhnt, President and CEO, BMW of North America. “The new BMW 5 Series continues gaining as availability improves. The highly popular BMW X3 is now undergoing model changeover and we are looking forward to the market launch of the all-new model later this year.”

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported July sales of 26,363 vehicles, a decrease of 13.7 percent from the 30,551 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 5.5 percent on sales of 197,654 vehicles in the first seven months of 2017 compared to 209,131 in the same period in 2016.

MINI Brand Sales

For July, MINI USA reported 4,398 automobiles sold, a decrease of 7.9 percent from the 4,774 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 26,603 automobiles sold, a decrease of 11.1 percent from 29,918 automobiles sold in the first seven months of 2016.

Table 1: New Vehicle Sales BMW of North America, LLC, July 2017

	July 2017	July 2016	%	YTD July 2017	YTD July 2016	%
BMW brand	21,965	25,777	-14.8	171,051	179,213	-4.6
BMW passenger cars	15,624	19,621	-20.4	110,802	124,875	-11.3
BMW light trucks	6,341	6,156	3.0	60,249	54,338	10.9
MINI brand	4,398	4,774	-7.9	26,603	29,918	-11.1
TOTAL Group	26,363	30,551	-13.7	197,654	209,131	-5.5

BMW Pre-Owned Vehicles

- In July, BMW Certified Pre-Owned sold 11,857 vehicles, a decrease of 0.2 percent from July 2016.
- Total BMW Pre-Owned sold 20,956 vehicles, a decrease of 7.8 percent from July 2016.
- Total BMW Pre-Owned cars sold year-to-date were 140,607, a 15.7 percent increase from the first seven months of 2016.

MINI Pre-Owned Vehicles

- In July, MINI Certified Pre-Owned sold 1,015 vehicles, a decrease of 15.2 percent from July 2016.
- Total MINI Pre-Owned sold 2,656 vehicles in July 2017, an increase of 1.0 percent from July 2016.
- Total MINI Pre-Owned sales year-to-date were 18,308, a 12.4 percent increase from the first seven months of 2016.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com and www.press.bmwna.com.